

2025 ECONOMIC REPORT

NORTH REGION



The North Region is comprised of 34 counties. This region is home to several cities including Kirksville, Hannibal, Moberly, Warrenton, St. Joseph, Chillicothe, Trenton, and Maryville.

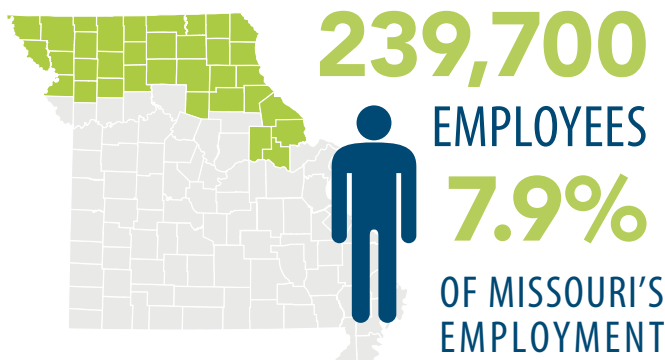
The North Region workforce had over 239,700 employees in 2024, making up 7.9 percent of Missouri's employment. In 2024, 49.5 percent of the workforce was female and 50.5 percent was male, while the Missouri average was 50.1 percent female and 49.9 percent male workers in the workforce. The regional average unemployment rate in 2024 was 3.6 percent, compared to 3.7 percent for Missouri and 4.0 percent for the nation.

The workforce is getting older in the North Region, a trend continuing throughout Missouri and the U.S. In 2024, 24.9 percent of the workforce in the region was age 55 or older, up from 21 percent a decade earlier. It was 23.5 percent for Missouri and 24.1 percent for the nation in 2024.

For the region, 8.8 percent of the workforce was non-white and 4.7 percent was Hispanic or Latino. This compares to the state averages of 18.1 percent non-white and 5.1 percent Hispanic or Latino.

In the North Region, 4.2 percent of the region's population (ages 18 to 64) speaks a language other than English at home. By comparison, Missouri was at 7.4 percent and the U.S. was at 23.8 percent.

The North Region has a higher percentage of the population with a disability compared to the state and the nation. For the region, 13.5 percent of the population has a disability compared to 12.6 percent in Missouri and 10.7 percent in the U.S.



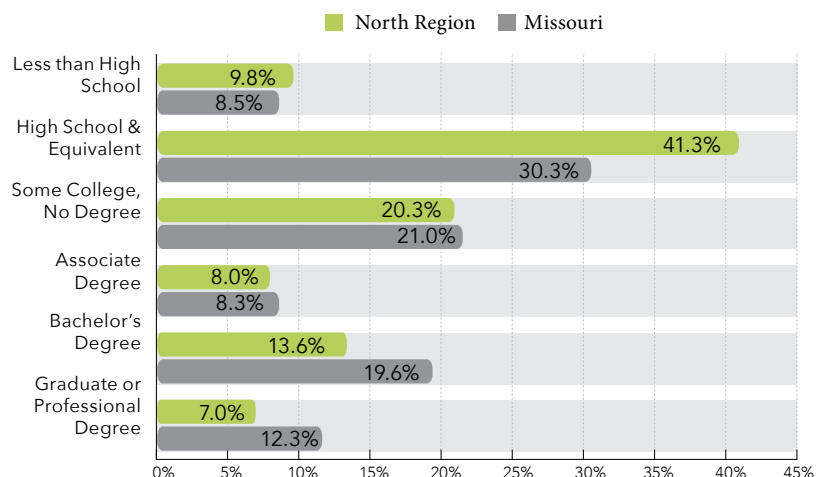
Workforce Demographics

	North Region	Missouri	United States
Average Monthly Employment in 2024	239,712	3,016,886	161,346,000
Average Unemployment Rate in 2024	3.6%	3.7%	4.0%
Male	50.5%	49.9%	51.2%
Female	49.5%	50.1%	48.8%
Non-White	8.8%	18.1%	24.9%
Hispanic or Latino	4.7%	5.1%	18.3%
Ages 55 and Older	24.9%	23.5%	24.1%
With Disabilities (Ages 18-64)	13.5%	12.6%	10.7%
Below Poverty Levels (Ages 18-64)	13.6%	12.1%	11.6%
Language other than English (Ages 18-64)	4.2%	7.4%	23.8%
Education of Associate Degree or Higher (25 years & Older)	28.6%	40.2%	43.8%
Veterans (Age 18-64)	4.7%	4.7%	4.2%

SOURCE: QWI 2024 Q1; PRIVATE OWNERSHIP. CENSUS 2023 ACS 5 YEARS DATA, LAUS 2024 DATA

Educational attainment rates for the North Region are lower than those of the state for bachelor's or advanced degrees. Twenty-nine percent of the region's population, age 25 and older, has an associate, bachelor's, or advanced degree compared to 40.2 percent for the state, and 43.8 percent for the nation. About 9.8 percent of the region's population age 25 and older had less than high school education.

Educational Attainment



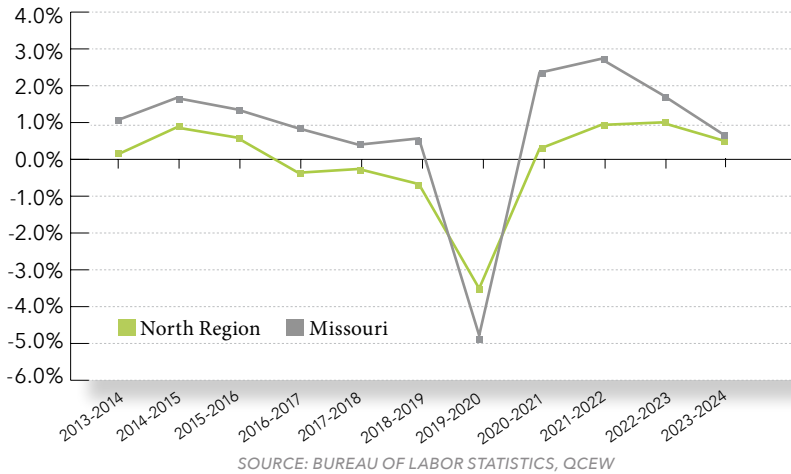
SOURCE: U.S. CENSUS BUREAU, ACS 2023 5 YEAR ESTIMATES

NORTH REGION

INDUSTRY ANALYSIS

The North Region averaged over 173,300 jobs in 2024. The region gained 1,258 jobs in 2024, an increase of 0.7 percent. Missouri employment increased by 0.8 percent in 2024. From 2020 to 2024, the North Region averaged 0.7 percent compound annual growth for an overall gain of 3.7 percent. During that same period (2020-2024) Missouri's compound annual employment gain was 1.6 percent for an overall gain of 8.3 percent.

North Region Employment Annual Growth Rate



Health Care and Social Assistance and *Manufacturing* were the largest industries in the region with employment of over 29,200 and 29,100 respectively in 2024. *Retail Trade* and *Educational Services* were the next largest industries in the region, employing over 20,000 and 18,200 respectively in 2024.

Health Care and Social Assistance was also the largest growing industry with a gain of 2,466 jobs from 2020 to 2024, resulting in a compound annual growth rate of 1.8 percent. *Accommodation and Food Services* gained 1,631 jobs from 2020 to 2024, with compound annual growth rates of 2.8 percent.

Public Administration; Professional, Scientific, and Technical Services; Transportation and Warehousing; Administrative and Support and Waste Management and Remediation Services; Management of Companies and Enterprises; Finance and Insurance; and Mining, Quarrying, and Oil and Gas Extraction were the industry sectors that decreased in employment compared to 2020.

North Region Top Employing Industries

	Employment 2020	Employment 2024	Net Change	2020- 2024 CAGR	2023 Annual Wages
Health Care and Social Assistance	26,823	29,289	2,466	1.8%	\$53,640
Manufacturing	28,151	29,101	950	0.7%	\$64,680
Retail Trade	19,216	20,060	844	0.9%	\$35,748
Educational Services	17,390	18,237	847	1.0%	\$42,576
Accommodation and Food Services	11,114	12,745	1,631	2.8%	\$20,808
Construction	8,986	9,768	782	1.7%	\$65,688
Public Administration	9,287	8,551	-736	-1.6%	\$43,884
Wholesale Trade	6,213	6,748	535	1.7%	\$68,820
Transportation and Warehousing	6,076	5,597	-479	-1.6%	\$51,564
Finance and Insurance	5,459	5,290	-169	-0.6%	\$63,000
Administrative and Support and Waste Management and Remediation Services	5,524	5,068	-456	-1.7%	\$40,776
Other Services (except Public Administration)	3,961	4,231	270	1.3%	\$39,612
Professional, Scientific, and Technical Services	4,653	4,046	-607	-2.8%	\$72,672
Agriculture, Forestry, Fishing and Hunting	2,807	2,884	77	0.5%	\$47,460
Arts, Entertainment, and Recreation	1,662	2,161	499	5.4%	\$25,992
Information	1,913	2,024	111	1.1%	\$61,140
Utilities	1,781	1,809	28	0.3%	\$83,040
Management of Companies and Enterprises	1,556	1,159	-397	-5.7%	\$68,952
Real Estate and Rental and Leasing	998	1,141	143	2.7%	\$41,184
Mining, Quarrying, and Oil and Gas Extraction	517	443	-74	-3.0%	\$68,736

SOURCE: LEHD QWI, 2020-2024 QUARTER 2 DATA, LEHD QWI 2023 ANNUAL AVERAGE FOR WAGES. ALL OWNERSHIP

LOCATION QUOTIENT

To understand the major industries within a region, an analysis of industry concentration or clustering can be useful. The Location Quotient (LQ) describes the concentration of an industry in a geographic region, in relation to the nation, with 1.0 being the national average. Industries with higher than 1.0 LQ indicate a concentration.

The North Region has higher concentrations in *Gasoline Stations and Fuel Dealers; Food Manufacturing; and Fabricated Metal Product Manufacturing*.



HIGHEST 2024
LQ 3.1

GASOLINE STATIONS
AND FUEL DEALERS

2024 North Region Location Quotients

Industry	Employment	Location Quotient
Gasoline Stations and Fuel Dealers	3,643	3.1
Food Manufacturing	5,588	2.8
Fabricated Metal Product Manufacturing	3,650	2.3
Crop Production	1,179	1.9
Building Material and Garden Equipment and Supplies Dealers	2,404	1.6
General Merchandise Retailers	5,587	1.5
Nonmetallic Mineral Product Manufacturing	702	1.5
Animal Production and Aquaculture	438	1.5
Chemical Manufacturing	1,442	1.4
Heavy and Civil Engineering Construction	1,658	1.3
Truck Transportation	2,122	1.3
Merchant Wholesalers, Nondurable Goods	3,054	1.2
Nursing and Residential Care Facilities	4,399	1.2
Repair and Maintenance	1,859	1.1

SOURCE: U.S. BUREAU OF LABOR STATISTICS, QUARTERLY CENSUS OF EMPLOYMENT AND WAGES 2024

NORTH REGION

Projected growth in industry helps to identify future employment needs for an area. Projections indicate that the largest industry growth in the North Region between 2022-2032 will be in *Social Assistance; Fabricated Metal Product Manufacturing; Administrative and Support Services; Warehousing and Storage; and Crop Production*.

North Region Largest Growth Industries 2022-2032

	Employment 2022	Employment 2032	Change 2022-2032 Numeric	Change 2022-2032 Percent
Social Assistance	5,102	5,906	804	15.8%
Fabricated Metal Product Manufacturing	4,102	4,780	678	16.5%
Administrative and Support Services	4,485	4,968	483	10.8%
Warehousing and Storage	1,423	1,891	468	32.9%
Crop Production	2,402	2,845	443	18.4%
Machinery Manufacturing	3,068	3,452	384	12.5%
Ambulatory Health Care Services	6,403	6,770	367	5.7%
Educational Services	17,538	17,897	359	2.0%
Professional, Scientific, and Technical Services	3,714	4,069	355	9.6%
Religious, Grantmaking, Civic, Professional, and Similar Organizations	2,609	2,961	352	13.5%

SOURCE: MERIC INDUSTRY PROJECTIONS, 2022-2032

PROJECTED GROWTH BY INDUSTRY HELPS TO IDENTIFY FUTURE EMPLOYMENT NEEDS FOR AN AREA.

OCCUPATIONAL PROJECTIONS

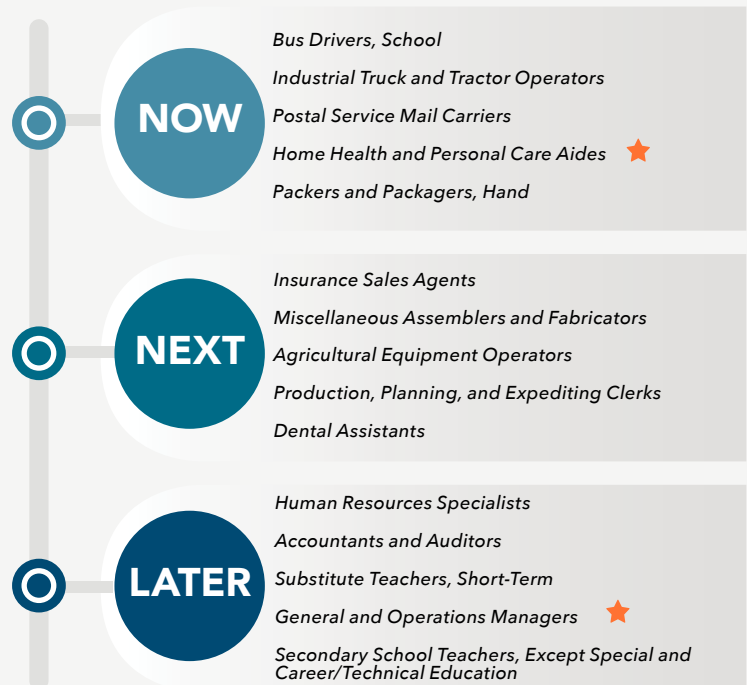
MERIC produces occupational projections that estimates labor demand over a 10-year period. The current projections cycle projected industry and occupation employment from 2022-2032. MERIC categorizes these occupations using its Now-Next-Later method to help job seekers understand the training, education, and experience requirements for various occupations.

NOW jobs typically require short-term on-the-job training, little to no experience, and/or a high school diploma. Now occupations with the most projected annual openings are *Cashiers; Home Health and Personal Care Aides; and Stockers and Order Fillers*. *Bus Drivers, School; Industrial Truck and Tractor Operators; and Postal Service Mail Carriers* are projected to be the fastest growing Now occupations over the next decade.

NEXT jobs typically require a non-degree certificate, associate degree, apprenticeship, some experience, or moderate- to long-term training. *Heavy and Tractor-Trailer Truck Drivers; Miscellaneous Assemblers and Fabricators; and Nursing Assistants* are projected to have the most openings for the Next category of occupations. *Insurance Sales Agents; Miscellaneous Assemblers and Fabricators; and Agricultural Equipment Operators* are the fastest growing Next occupations.

LATER jobs typically require a bachelor's degree or higher. For Later occupations, *General and Operations Managers; Registered Nurses; and Elementary School Teachers, Except Special Education* are projected to have the most openings. *Human Resources Specialists; Accountants and Auditors; and Substitute Teachers, Short-Term* are the fastest growing Later occupations.

North Region Fastest Growing Occupations



SOURCE: MERIC OCCUPATIONAL PROJECTIONS, 2022-2032

NOTE: OCCUPATIONS WITH ANNUAL TOTAL OPENINGS OF LESS THAN 50 ARE OMITTED

★ DENOTES OCCUPATIONS IN THE TOP TEN ONLINE JOB ADS FOR MAY 2023- APRIL 2024 IN THE REGION AND WITHIN THE NOW-NEXT-LATER CLASSIFICATION

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NORTH REGION LONG-TERM OCCUPATIONAL PROJECTIONS BY TOP OPENINGS

OCCUPATION TITLE		2022 Estimated Employment	2032 Projected Employment	Annual Growth Openings	Annual Exits	Annual Transfers	Annual Total Openings	Median Wages
NOW OCCUPATIONS								
Cashiers	★	6,614	6,450	-16	628	633	1,245	\$27,957
Home Health and Personal Care Aides	★	4,642	4,994	35	385	321	741	\$28,590
Stockers and Order Fillers		3,891	4,095	20	248	391	659	\$34,574
Retail Salespersons	★	3,553	3,512	-4	232	280	508	\$30,212
Office Clerks, General		3,869	3,951	8	236	230	474	\$36,934
NEXT OCCUPATIONS								
Heavy and Tractor-Trailer Truck Drivers	★	3,684	3,760	8	168	218	394	\$47,325
Miscellaneous Assemblers and Fabricators		3,021	3,328	31	135	201	367	\$47,628
Nursing Assistants	★	2,178	2,087	-9	135	167	293	\$35,574
Cooks, Restaurant		1,587	1,563	-2	107	128	233	\$30,118
Maintenance and Repair Workers, General	★	2,365	2,407	4	105	109	218	\$47,557
LATER OCCUPATIONS								
General and Operations Managers	★	5,537	5,656	12	139	301	452	\$64,199
Registered Nurses	★	3,668	3,719	5	123	76	204	\$73,278
Elementary School Teachers, Except Special Education		2,691	2,745	5	91	89	185	\$47,902
Secondary School Teachers, Except Special and Career/Technical Education		2,411	2,461	5	71	79	155	\$48,183
Substitute Teachers, Short-Term		970	994	2	61	56	119	\$34,460

SOURCE: MERIC OCCUPATIONAL PROJECTIONS, 2022-2032



DENOTES OCCUPATIONS IN THE TOP TEN ONLINE JOB ADS FOR MAY 2023- APRIL 2024 IN THE REGION AND WITHIN THE NOW-NEXT-LATER CLASSIFICATION

ONLINE JOB POSTINGS

Job postings are an indicator of demand and opportunities in an area and can assist individuals seeking job opportunities in current in-demand occupations. According to information based on online job posting data collected and aggregated from May 1, 2024 to April 30, 2025 by Lightcast™ for the North Region, jobs like *Registered Nurses*; *Heavy and Tractor-Trailer Truck Drivers*; and *Retail Salespersons* had a high number of job postings in the region.

OCCUPATION TITLE	ONLINE JOB POSTINGS
NOW OCCUPATIONS	
Retail Salespersons	1,040
Merchandise Displayers and Window Trimmers	690
Laborers Freight, Stock, and Material Movers, Hand	630
Home Health and Personal Care Aides	580
Fast Food and Counter Workers	480
NEXT OCCUPATIONS	
Heavy and Tractor-Trailer Truck Drivers	1,260
Licensed Practical and Licensed Vocational Nurses	1,040
First-Line Supervisors of Retail Sales Workers	880
Maintenance and Repair Workers, General	660
Production Workers, All Other	550
LATER OCCUPATIONS	
Registered Nurses	2,780
Physical Therapists	650
Speech-Language Pathologists	470
Occupational Therapists	420
Coaches and Scouts	310

SOURCE: LIGHTCAST™, ONLINE JOB ADS FROM MAY 1, 2024 - APRIL 30, 2025